

The "Race to Excellence" is Underway!

The second annual **Race to Excellence** is underway! If you missed last month's article about the Race, you can read about it at:

[<www.bwc.gov/racetoexcellence/index.htm>](http://www.bwc.gov/racetoexcellence/index.htm)

New this year are the 'Best of' awards in the categories of BWC Districts, Colleges & Universities, and BWCs from the FORTUNE 500.

The deadline is **June 1, 2006** and while there's plenty of time, don't wait! Much of what you're doing right now can help you win a gold medal. Here are a few suggestions –

- **Use the Best Workplaces for Commuters logo** – display the BWC window cling (contact us if you'd like more), post the logo on your website, use the logo in a job ad.

You'll find many tools on our website to help you. For an electronic version of the logo, as well as ideas and samples for using the logo and leveraging your Best Workplaces for Commuters designation, visit the Toolkit for Employers at: [<www.bwc.gov/empkit/kit.htm>](http://www.bwc.gov/empkit/kit.htm).

- **Upgrade the benefits you offer, or offer something new** – how about increasing the amount you pay for a transit subsidy, or starting rideshare matching or preferred parking for carpools?

For ideas and information on how to beef up your benefits, take a look at the listing at:

[<www.ergweb.com/projects/ccli/enroll/doiqualify.htm>](http://www.ergweb.com/projects/ccli/enroll/doiqualify.htm)

You'll find additional ideas in Section 5 of the Toolkit at

[<www.bwc.gov/empkit/kit_section5.htm>](http://www.bwc.gov/empkit/kit_section5.htm)

and for even more in-depth information, visit:

[<www.bwc.gov/employ/benefits.htm>](http://www.bwc.gov/employ/benefits.htm)

- **Participate in Earth Day promotions** – take advantage of the national media buzz around Earth Day (April 22) to get exposure for your local efforts.

Check out the materials we've created to help you publicize your good work on Earth Day (see related article on EPA's Earth Day Tool Kit). You'll find the materials at:

[<www.bwc.gov/suppor/earth-day-toolkit.htm>](http://www.bwc.gov/suppor/earth-day-toolkit.htm)

- **Talk to someone else about becoming one of the Best Workplaces for Commuters** – it could be one of your other work sites or an employer you work with.

To learn more about the Race, join us for a conference call on March 30 at 2:30 EST. To register and receive the call-in number, visit:

[<www.ergweb.com/projects/ccli/supporter/register.asp>](http://www.ergweb.com/projects/ccli/supporter/register.asp)

"When we received the Silver Medal, it breathed new life into our Best Workplaces for Commuters designation. The original designation was an honor, but this was especially cool because we were recognized as being good at it! Everyone was very excited because they all felt like they were a part of it - it was a very big deal! And, it received excellent coverage in our organization as well!"

Abigail Cooksey-Williams,
ETC, State of Arizona

New...

EPA's Earth Day Tool Kit

Earth Day, a date that always inspires media interest, is coming up soon on April 22, 2006! Are you looking for ways to tie your efforts to promote commuter benefits into this date?

EPA has created some nifty media resources in our "Earth Day tool kit" that will be available the week of March 20.

The kit includes:

- a print **Public Service Announcement (PSA)** that can be customized to include your local organization's name and logo if the PSA is to be placed. (We will attempt to respond to all requests as long as you send us a high-resolution EPS of your logo, your organization name as you wish it displayed, your city, and your URL. Send it to bwc@epa.gov with "Earth Day Tool Kit" in the subject line.)
- a **radio script PSA** that you can use "as is" or customize.
- "**Fast Facts**" that will help you pitch the PSAs. It will make the case to media why the PSA is pertinent.
- a **Web site banner** promoting commuter benefits.
- an **Op Ed** you can use or customize for submitting to local media.

Welcome to 12 new Best Workplaces for Commuters
in February, 2006, covering 114,285 employees

Industry	Employer	City	State
Banking, Financial, & Insurance	MortgageAmerica Ltd.	Tampa,	FL
Computers & Electronics	IBM- Cambridge	Cambridge,	MA
Energy & Fossil Fuels	ConocoPhillips	Houston,	TX
Government, Regional & Planning	Houston-Galveston Area Council (HGAC)	Houston,	TX
Government, State	North Carolina Department of Administration	Raleigh,	NC
Legal	Kluger, Peretz, Kaplan & Berlin P.L.	Miami,	FL
	Shook, Hardy and Bacon LLP	Miami,	FL
Manufacturing (except computer)	Genie Industries	Redmond,	WA
	Spansion	Austin,	TX
Marketing, Advertising & PR	Clear Light Communications Inc.	Royal Palm Beach,	FL
Media, Publishing & Broadcasting	Alert Global Media, Inc.	Miami,	FL
BWC District	Downtown Denver BWC District	Denver,	CO

Total Employers Recognized: 1,498
Total Employees Covered: 3,051,330

You are receiving this E-Update because you are an employer in the *Best Workplaces for Commuters* program.
Please let us know if there is someone at your organization you would like added to our mailing list by contacting us at bwc@epa.gov.



Visit www.bwc.gov Call 888 856-3131 E-mail bwc@epa.gov

